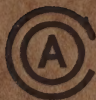


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A Journey to the Wellsworth Factories



Compliments of

American Optical Company
Southbridge Mass
U S A

GREETING

On behalf of the American Optical Company, I extend to you a cordial welcome to Southbridge, and we shall do our best to make your visit an interesting one.

We do not propose to fill your time with speech-making, but rather will endeavor to show you as much as we can of our factories and how AOCo Wellsworth goods are made.

We have always taken a deep interest in the American Optical Association, and have marked with pleasure its progress and success; and we take this opportunity to express our appreciation of the support your members have always given us, without which it would have been impossible to have built up this plant, which it is our pleasure to show you today.

Channing M. Wells, President



PROGRAM AND ITINERARY

Trip to Southbridge

Home of the American Optical Company
through the

WELLSWORTH FACTORIES

Largest Optical Factories in the World

7.30 A. M. AOC Co Special Trains leave Union Station, Providence.

Arrive Southbridge Station.

Welcome to officials and delegates of the AOA by AOC Co Delegation.

Form line of march, four abreast, following Wellsworth Band, through Main St., to AOC Co Factories.

Arrival at AOC Co Factories. Reception of AOA by AOC Co Officers at Administration Building.

Trip through Main Factory begins.

Case Department
Printing, Binding and Box
Departments
Advertising Department
Purchasing Department
Optical Machinery and Equip-
ment Departments
Machine Shops
Gold Filled Stock Room
Fingerpiece Department
Gold Department

Steel Goods Department
Frame Finishing Department
Gold Filled Stores
Spectacle and Eyeglass De-
partment
General Offices
Exhibition Room
Finished Goods Department
Stock Rooms
Shipping Department



Arrival at New Lensdale Factory for

LUNCHEON

Fruit Cocktail

Olives

Sweet Mixed Pickles

Iced Red Radishes

Saltines

Luncheon Rolls

Assorted Cold Meats

American Swiss Cheese

Potato Salad

Ice Cream

Assorted Cakes

Coffee

Punch

Music by Wellsworth Orchestra

Official Photograph of Delegation grouped on lawn near New
Lensdale Factory immediately after luncheon.



Trip through Lensdale Factories begins.

Laboratory
Scientific and Research Dept.
Raw Glass Stock Room
Glass Stores of all kinds
Guaging Blanks
Preparations for Moulding

Emery, Rouge and Pitch Stores
Blocking
Surfacing
Grinding
Polishing
Lensdale Machine Shops

POWER STATION

Hot Water System
Coal Hopper
Boilers with Automatic Stokers

Refrigerating Plant
Ammonia Compressors
Dynamos and Engines

NEW LENSDALE FACTORY

Edging
Lens Cutting
Final Inspection
Focusing and Guaging
Trial Sets
Finished Lenses
Packing
Shipping
Etching Trade Marks on Sir
William Crookes Glass

Guaging and Neutralizing
Assembling Spectacles,
Motor Glasses, Protection
Glasses, etc.
Surface Inspection
Tagging
Sir William Crookes Glass
Section

3.30 P. M. Assemble for return to Railroad Station.

Pass AOCo Carpenter and Cabinet Shops.

Pass Employees Garage

Pass Wellsworth Athletic Field

4.00 P. M. AOCo Special Train leaves Southbridge for Providence.



Special Information for Delegates

Tags issued to delegates who register at AOCo Exhibition Booth, Infantry Hall, will be exchanged on the AOCo special trains for special railroad tickets for round trip, good this date only and not transferable.

An AOCo representative will be in charge of each car on this trip for the purpose of answering questions and assisting visitors in every possible way.

The AOCo special trains will not stop at stations between Southbridge and Providence.

Cool beverages will be served to all guests who wish them, at the station and in front of Main Factory before beginning trip through the plant.

Fire Regulations absolutely prohibit smoking in manufacturing departments of the AOCo factory buildings. We would appreciate having the co-operation of our guests in the observance of this rule.

It is a practical impossibility, in the limited time allotted on this trip, to visit all the many AOCo factory departments. The itinerary has been planned to cover as much interesting ground as the time and arrangement of factory buildings will allow. To make the trip most instructive and enjoyable to the greatest number of



guests, we shall be obliged to adhere to the itinerary as laid out and not visit departments where such deviations from schedule would cause delays and confusion.

Guides will be assigned to conduct parties of about twenty persons. Guests are requested to follow their guide closely throughout the entire trip to avoid delays. Please do not question operatives or handle goods in process of manufacture.

Special attention is called to the information given on the various signs posted conspicuously throughout the factory.

We would have preferred to serve a luncheon to our guests out-of-doors, but the necessity for advance preparations, and the uncertainty of the weather makes it impractical to do so.

Immediately after luncheon, the official photograph will be taken of the delegates grouped on the lawn as designated, in front of New Lensdale building. Arrangements can be made with the photographer for copies of the pictures if desired. The pictures will be displayed in Providence during the week.

For guests who desire them, post card pictures of the AOC^o Factories, which may be mailed to friends and customers, will be supplied free of charge.

For those who come over the road, a parking space for automobiles has been provided back of Wellsworth Field Grandstand. Turn east from Mechanic Street north of Factories where indicated by sign.



The time allotted for the trip through the works is not long, and we want to impress upon each one of our visitors the importance of passing through each department as quickly as possible which will avoid confusion as well as delay. Please follow your guide closely.

For Ladies

A comfortable Rest Room for ladies who do not feel they would care to undertake the walk through the many AOCo Factory Buildings, has been provided on the upper floor of the Administration Building, main plant.

Good Will

What makes a business successful? It is conducting the affairs of the company along lines of straight-forward business principles, which will win for the company the good will of its patrons.

We could not buy the good will of our customers. It would not stay bought.

If we do not deserve good will by reason of the quality of our goods, by the methods under which they are sold, by the service our organization renders, that good will, upon which the company's success depends, will slip through our fingers.

If it be established that we are right, fair, equitable and sound in our principles, we shall get the good will ultimately and then it will belong to us. It will be ours by right for having won it fairly—by right of deserving it.

We would rather have this company right than have it a greater financial success. We consider that the greatest success we can make is to have it said of us that we are right.

